

METHOD, SYSTEM, AND STORAGE MEDIUM FOR PROVIDING DEEP LINKING FUNCTIONS WITH DIGITAL RIGHTS MAN- AGEMENT

Abstract

A method for providing deep linking activities with digital rights management. In an exemplary embodiment, the method includes identifying a hypertext link on a source web page as a deep link and, upon selecting the deep link, accessing a deep link table associated with the deep link. The hypertext link refers to a target web page on a target web site. The deep link table contains web page links and rules operable for establishing web content that is to be presented to a visitor of the target web site. The method also includes displaying web content to the visitor in accordance with the rules. The invention also includes a system and a storage medium.